

POSITION DESCRIPTION

Position:	Kaitūruki Whakapā (Communications Coordinator)	
Team:	Te Taituarā (Business Unit)	
Reporting to:	Kaihautū Taituarā (Business Manager)	
Staff Responsibility:	Collegial support to other administrators	
Job Purpose:	<p>Te Taituarā team (Business Unit) aims to provide a seamless and highly efficient “engine-room” support team to kaimahi and whānau.</p> <p>The key responsibility of this position is to:</p> <ul style="list-style-type: none"> • drive the development and delivery of Te Oranganui communications strategies, ensuring the appropriate use of media relations, digital and social media and other tactics to support achieving the organisation’s mission • initiating, influencing and implementing all aspects of Te Oranganui Trust communications and engagement, building the profile and reputation of Te Oranganui Trust • manage all internal and external Te Oranganui communication and media engagement (both proactive and reactive) • provide graphic design support to all services of Te Oranganui Trust • manage the organisations website, sharepoint and provide additional IT support and advice to SMT alongside Yorby 	
Accepted by:	Employee Signature:	Date:
<<Name>>		

Background

Te Oranganui is an Iwi governed Health and Social Service Organisation. Established in 1993, Te Oranganui has eight service lines and covers the iwi boundaries of Ngāti Apa/Ngā Wairiki, Te Ātihaunui a Pāpārangī and Ngā Rauru Kītahi. The eight services are:

Waipuna	Primary Health & Medical
Taihāhā	Disability Support Service
Waiora Hinengaro	Vocations, Mental Health and Addiction Services
Toiora Whānau	Whānau & Community
Puawai Whānau	Tamariki Wellbeing
Waiora Whānau	Healthy Families
Whakahaumanu Mana Tāne	Clinical Services Corrections
Taituarā	Business Unit

Vision Korowaitia te puna waiora, hei oranga motuhake mō te iwi
Mission Statement To empower whānau into their future

Values

Tika	Excellence in how we do things
Whānau	At the centre of everything we do
Pono	Act with honesty and integrity
Mahitahi	Committed to working together for the betterment of our Whānau, Hapū, Iwi and communities

Key Result Area 1. Communications

All Te Oranganui communication must be planned annually and developed in alignment with the Te Oranganui Communication Strategy.

- 1.1. Write, administer and coordinate all internal communication for Te Oranganui including:
 - 1.1.1. Raising staff engagement by regularly producing innovative and exciting internal material for staff via the Rongo Kōrero Newsletters and Te Oranganui Intranet
 - 1.1.2. Engage and maintain a connection with kaimahi across all services with the goal of keeping the finger on the pulse
 - 1.1.3. Keep kaimahi connected and ensuring services interact in the development of content for distribution i.e. organisation videos and photos etc
 - 1.1.4. Ensure all content is created and delivered in alignment with the Te Oranganui Communication Strategy
 - 1.1.5. Work closely with the Senior Management Team to ensure communication developed meets their requirements
 - 1.1.6. Design and communicate promotions information for events alongside the organisations event leads
 - 1.1.7. Provide support with organisational whanaungatanga events, service/contract launches etc including providing filming and photography as and when required
- 1.2. Manage, develop and coordinate all external communication for Te Oranganui, including:
 - 1.2.1. Management, development and production of all multimedia, written and visual content for iwi newsletters, website, and social media platforms (Facebook, Instagram, Twitter, LinkedIn) to raise the public profile of Te Oranganui and its health and social services. This includes sourcing, drafting and scheduling content and images.
 - 1.2.2. Plan and manage the development of storytelling mechanisms to support the visual profile of Te Oranganui
 - 1.2.3. Overseeing all design and promotional material created for distribution to the public for the purpose of ensuring the integrity of the organisation and the strategic objectives are covered
 - 1.2.4. Providing communication counsel as required to the Mātaiwhetū and Senior Management Team of Te Oranganui

Key Performance Indicators

- Kaimahi awareness levels have increased with kaimahi more informed and engaged in what's happening internally
- External communication is managed and monitored with the goal of ensuring the integrity of Te Oranganui remains intact.
- All available platforms for communication are utilised to raise the public profile of Te Oranganui

Key Result Area 2. Design, Marketing and Media Management

- 2.1. Plan and manage all marketing aspects for Te Oranganui including the development and roll out of merchandise and organisation branding
- 2.2. Plan, develop and deliver timely, relevant and targeted design and marketing strategies and campaigns that will increase the public profile of Te Oranganui to an exceptional standard i.e.
 - 2.2.1. Adverts for social media and the website
 - 2.2.2. Manage the Te Waipuna TV marketing and advertisement campaigns
 - 2.2.3. Develop visual works for local, regional and national promotional days such as World Smokefree Day, Cervical Screening etc
- 2.3. Manage all of Te Oranganui's media engagements; both proactive and reactive
- 2.4. Establish a standard of quality for all external publications and working with the Senior Management Team to ensure all kaimahi are aware of the standard required when advertising services and events that hold the Te Oranganui name and brand.

Te Oranganui
Kaitūruki Whakapā (Communications Coordinator) Position Description

- 2.5. Actively monitor the use of the Te Oranganui brand ensuring consistency of use and the integrity of the organisation at all times
- 2.6. Complete graphic design requests for all services (within reason) including the development of posters, infographs, certificates and brochures.
- 2.7. Create, design and develop all official Te Oranganui publications such as the Annual Report, Service Directory and Strategic Framework posters
- 2.8. Develop the Annual Te Oranganui Hui-a-Tau video highlighting the work and outcomes for the organisation for display at the Annual Hui-a-Tau

Key Performance Indicators

- A minimum of 6 marketing strategies are delivered annually
- Te Oranganui's media engagement is positive with both proactive and reactive engagement controlled
- Te Oranganui brand use is consistent and the brand guidelines are adhered to.

Key Result Area 3. Information and Technology Support

- 3.1. Provide support to the Yorb technicians by:
 - 3.1.1. Using analytical skills to help troubleshoot technical issue and identify problems for the Yorb technician when required
 - 3.1.2. Work alongside the technicians to better understand potential issues
 - 3.1.3. Assist with the set up of equipment and work stations
 - 3.1.4. Assist with the deployment of devices to staff
- 3.2. Provide advice and guidance to the Senior Management Team relating to IT requirements for their teams as and when required
- 3.3. Review first draft documents from the Yorb business team and provide an analytical breakdown for management
- 3.4. Maintain and review the device management database for Te Oranganui with a view to advise next steps
- 3.5. Learn and understand the management of the Gallagher system to ensure organisation changes can be made inhouse

Key Performance Indicators

- Management are well supported and understand the complexities of the IT world in a language that is relatable.
- Te Oranganui kaimahi are sufficiently supported in the absence of a Yorb technician with basic troubleshooting issues sorted in a timely manner

General Provisions

- Actively participate in Te Oranganui kaupapa activities including attending karakia, whanaungatanga, waiata etc
- Uphold the principles of Whanau Ora – working across teams and functions; acknowledging the unique skills and abilities all kaimahi bring.
- Ensure you maintain an accurate and up to date understanding of Te Oranganui policies and that you uphold these at all times.
- Ensure the health & safety of yourself as well as others in your working environment, upholding organisational health and safety policies and procedures at all times.
- Proactively promote Te Oranganui in a positive light in all activities.
- Actively participate in ongoing professional development.

The above statements are intended to describe the general nature and level of work being performed by the job holder. They are not construed as an exhaustive list of all responsibilities, duties, or skills required of the job holder. From time to time, personnel may be required to perform duties outside of their normal responsibilities as needed

PERSON SPECIFICATION

Experience & Qualifications

- Tertiary level qualification (Level 6 or higher) in communication, public relations, marketing and management or a commitment to attain one within two years
- Proven knowledge and experience of digital media and graphic design – examples are essential
- Demonstrated experience using digital technology platforms, developing and delivering strategic communications activities
- At least 3 years' experience in a similar role
- Current Full Drivers Licence

Essential skills

- Ability to prepare high-level briefings (both oral and written)
- Ability to communicate key messages to a diverse audience (e.g. government officials, business, iwi, local government, community and wider whanau)
- High degree of computer literacy and demonstrated competence in Microsoft Office applications (Word, Excel, PowerPoint, Outlook, Sharepoint) as well as proven experience of the use of the Adobe Creative Cloud suite; in particular the use of InDesign, Illustrator, Photoshop and Premiere Pro
- Experience in online content development, SEO and web best practises preferred
- Strong interpersonal skills with a demonstrated ability to relate to people at all levels and an ability to develop positive working relationships
- Excellent written and verbal communication skills with an eye for detail
- Skilled in handling changing and competing demands on time

Personal Attributes

- Detail-orientated with the ability to complete projects/tasks independently
- Creative and innovative
- Strong commitment to whānau, hapū and iwi
- Understand and practise Te Oranganui values and principles that underpin the vision of the organisation
- Ability to converse and understand Te Reo Māori me ōna tikanga
- Ability and willingness to work positively as a member of a team as well as the discipline to work independently

Physical Attributes – Administration/Management

- Occasional lifting up to 10 kg.
- Must be able to work in an office environment and sit for extended periods of time
- Manual dexterity needed for keyboarding and other repetitive tasks.
- Hearing and speech sufficient to communicate with others enabling direct and telephone communication
- Visual ability sufficient to read accurately, write/record in a legible manner and perform normal duties of this position

Other Requirements of this Position

- Non-smoker/Non-vaper – or a full commitment to remain smoke/vape-free during the hours of work
- Current clean, full NZ driver licence
- Must be able to pass Te Oranganui's background, vetting and worker safety checks
- New Zealand citizenship, permanent resident status, or a NZ work permit
- Zero tolerance towards family violence